

Adopted at Meeting of 5/ 4/67

*original
to be
recovered
when ready*

EXHIBIT B

SUGGESTED FORM OF RESOLUTION OF GOVERNING BODY OF
PUBLIC BODY AUTHORIZING FILING OF APPLICATION FOR URBAN
BEAUTIFICATION AND IMPROVEMENT DEMONSTRATION GRANT

INSTRUCTIONS: Place one copy, accompanied
by signed certification, in Binder No. 1.

RESOLUTION OF (PUBLIC BODY) AUTHORIZING THE FILING OF AN
APPLICATION FOR URBAN BEAUTIFICATION DEMONSTRATION GRANT.

WHEREAS Title IX of the Housing and Urban Development of 1965 amends Title VII of the Housing Act of 1961 and provides for the making of grants by the Department of Housing and Urban Development to States and local public bodies to assist them in the beautification and improvement of open-space and other urban land which is publicly owned or controlled and in carrying out activities which have special value in developing or demonstrating new and improved methods and materials for use in conducting local beautification programs; and

WHEREAS it is in the public interest that the (Public Body) avail itself of this financial assistance to carry out the urban beautification demonstration project generally described as _____; and

WHEREAS Title VI of the Civil Rights Act of 1964 and the regulations of the Department of Housing and Urban Development effectuating that Title prohibit discrimination on the basis of race, creed, color, or national origin in the use of all facilities and improvements provided by Federal assistance; and

WHEREAS the (Applicant) is cognizant of the conditions that are imposed in the undertaking and carrying out of the programs assisted under Title VII of the Housing Act of 1961, as amended, including those relating to labor standards and equal employment opportunities; and

WHEREAS it is estimated that the cost of the urban beautification and improvement demonstration project is \$ _____.

NOW, THEREFORE, BE IT RESOLVED BY THE (GOVERNING BODY)
OF THE (APPLICANT):

1. That an application be made to the Department of Housing and Urban Development for a grant in an amount : authorized by Title VII of the Housing Act of 1961, as amended, for an urban beautification and improvement demonstration grant which amount is presently estimated to be \$_____, and that the (Applicant) will provide the balance of the cost.

2. That the (Title of Officer) is hereby authorized and directed to execute and to file such application with the Department of Housing and Urban Development, to provide additional information and to furnish such documents as may be required by said Department, to execute such contracts as are required by said Department, and to act as the authorized correspondent of the (Applicant).

3. That, should the demonstration project be approved, the (Applicant) will undertake, carry out, and complete said urban beautification and improvement demonstration project designated in said application and approved by the Department of Housing and Urban Development.

4. That the United States of America and Secretary of Housing and Urban Development be, and they hereby are, assured of full compliance by the (Applicant) with regulations of the Department of Housing and Urban Development effectuating Title VI of the Civil Rights Act of 1964.

5. That the United States of America and Secretary of Housing and Urban Development be, and they hereby are, assured of full compliance by the (Applicant) with the Federal Labor standards imposed under Title VI of the Housing Act of 1961, as amended.

HOUSING AND HOME FINANCE AGENCY
URBAN RENEWAL ADMINISTRATION
URBAN RENEWAL DEMONSTRATION PROJECT BUDGET
(See instructions on reverse side)

NAME OF PUBLIC BODY

PROJECT NUMBER
(if known)

BUDGET NUMBER

LINE NO.	ACCOUNT CLASSIFICATION NO. DESCRIPTION		TO BE COMPLETED BY PUBLIC BODY				TO BE FILLED IN BY URA BUDGET APPROVED BY URA (c)
			USE ONLY FOR REVISED BUDGETS			BUDGET REQUESTED (Col. (b) + Col. (c)) (d)	
			LATEST APPROVED BUDGET DATED , 19____ (a)	ACTUAL COSTS TO DATE (b)	OUTSTANDING AND ESTIMATED COMMITMENTS (c)		
1	D 1410	ADMINISTRATIVE COSTS (Sum of Lines 2 through 5)	\$ 38,763	\$	\$	\$	\$
2	D 1410.2	Staff Salaries	27,510				
3	D 1410.7	Employee Benefit Contributions	8,253				
4	D 1410.91	Travel	3,000				
5	D 1410.93	Other Administrative Costs	--				
6	D 1430	Contract Services (Specify below) ¹	\$ 183,413	\$	\$	\$	\$
		Professional Services					
		a. Principal Consult.	156,413				
		Other Consultants thru					
		b. sub-contracts	27,000				
		c.					
		d.					
		e.					
7	D 1430	Other Project Costs (Specify below) ¹	\$ 70,000	\$	\$	\$	\$
		Experimental					
		a. Demonstrations	70,000				
		b.					
8	D 1475	Nonexpendable Equipment	--				
9	D 1502	Writing and Publishing Project Reports	10,000				
10		Subtotal (Sum of Lines 1 and 6 through 9)	\$ 302,176	\$	\$	\$	\$
11		Contingencies	30,218				
12		TOTAL PROJECT BUDGET (Sum of Lines 10 and 11)	\$ 332,394	\$	\$	\$	\$

Approval of the Urban Renewal Demonstration Project Budget in the amounts shown in Column (d) is hereby requested.

The Urban Renewal Demonstration Project Budget is hereby approved in the amounts shown in Column (e). The authorized activities shall be completed by _____, 19____.

Date

Signature of Authorized Officer

Title

Date

Signature

Title

If additional space is needed, show complete listing on attached sheets.

URBAN BEAUTIFICATION DEMONSTRATION PROJECT

A Policy for Outdoor Signs and Outdoor Lighting

1. Background of Proposal

An important function of the city landscape is the communication of visual information to its residents. Outdoor signs are the principal and most explicit means of communication, and outdoor lighting is the means by which both the city itself and its signs are made visible at night. Public agencies, commercial interests, and private citizens all have stake in the visibility, legibility, accuracy and interest of these messages. But signs and lighting also have a major effect on the esthetic quality of the city, particularly in the commercial areas and along the main routes. The visual potentialities of this combination of signs and lighting are nowhere more evident than in the nighttime scene downtown, one of the few remaining attractions of the central city for an increasing number of people.

Public initiative in the control and design of the system of city signs and lighting could improve the quality of the environment over large areas, at relatively small administrative and dollar costs. Existing regulations for the control of signs are limited, piecemeal and usually aimed toward suppression rather than enhancement of function. The landscape of signs, public and private, is characteristically ugly and illegible. Public and private lighting is inadequate, sporadic and, except for accidents like Times Square, little appreciated in its potential for communication and delight. Despite recent advances in information theory, environmental perception and urban design, no one has yet attempted a serious study of the role of signs and lighting, and of their latent possibilities. Little creative talent has been applied except in the design of individual signs or illuminated displays of a customary type. A study for a comprehensive policy would be a pioneer effort. The design ideas developed, the outline of a model code and the documented demonstration process will all be useful in cities throughout the nation.

The study will require the cooperation of many specialists, public agencies and individual businessmen. Developing explicit means for communicating with these agencies and individuals and for involving them in the project will be important. Any creative work must take direct account of their motives in the use of signs and lighting.

It is proposed that this study be conducted as a demonstration project under the urban beautification program of the U.S. Department of Housing and Urban Development. Given the history of sporadic past efforts in this field, a major breakthrough may be made possible by the demonstration of the effects of a carefully studied comprehensive sign and lighting policy. Sponsorship of the study by the Boston Redevelopment Authority and the installations in the demonstration area or areas by other city agencies will assure the continued commitment of the City of Boston to this effort.

2. Proposed Project

The proposed project will involve a combination of research, cooperative efforts with local businessmen, experimental installation in one or more areas to be selected, a preliminary report on these experiments, further design work and recommendations listed below, and a final report.

The preliminary report will be delivered to the Boston Redevelopment Authority in December, 1968, summarizing the scope of the project, the context of a sign policy in Boston, references to important precedents in other cities, and the results of the experimental installations. An important part of the preliminary report will be a slide chain (a set of 2 inch by 2 inch slides, accompanied by a sound tape), or other equivalent material for showing to large audiences. An illustrated pamphlet or brochure will also be part of the preliminary report.

The final report on the project will be delivered in August, 1969, and will include recommendations for the following:

- a. General policies for the regulation of private signs and lighting throughout the city, differentiated by location, by function, and by daytime versus nighttime aspect.
- b. Policies for the design, content and location of public signs and lighting, including methods of coordination, and any suggested standard components.
- c. Advisory standards and designs for the use of commercial sign and lighting manufacturers and erectors.
- d. Prototype designs for the treatment of the total systems of signs and lighting in typical crucial areas, for example: a highway, a strip commercial zone, a shopping or entertainment district, or a segment of the city skyline. Some of the prototype designs would be useful in the present urban renewal program in Boston.
- e. A detailed outline for a model municipal code for outdoor signs and lighting, plus any specific new legislation, administrative changes, or regulatory procedures which would be needed to carry out these proposals in Boston on a continuing basis.
- f. Detailed designs for the system of signs and lighting which would demonstrate the effects of these recommendations in one or two selected areas. These designs will be developed in close coordination with the public agencies and private businesses that would actually install the signs and lighting. The demonstration area or areas will be chosen so as to include signs that will function both by day and by night, for large volumes of pedestrian traffic as well as automobile traffic, including places where both strict and more relaxed controls would be appropriate, and located at least in part within one of the downtown commercial areas.

These recommendations will be made for the general purposes of increasing the visibility, legibility and information content of visual communications in the city, reducing the stress that the city landscape imposes on its citizens, conserving the visual heritage of Boston, and enhancing the general appearance of the city.

3. Work Program

The project will begin during the summer of 1967, with completion of the final report on this first phase in August, 1969. The following is a preliminary budget of man weeks for each work item, which may need to be revised during the progress of the study, within the overall budget.

1. General Review: A survey and brief account of the public design, use and regulation of signs and lighting in Boston and other cities in the United States and Europe, emphasizing promising innovations, and relying mostly on secondary sources.

SCHEDULE: September 1967 to June 1968

PERSONNEL:	Principal Investigator:	1 man week
	Job Captain:	7 man weeks
	Research Assistants:	6 man weeks

2. Local Review: An analysis of who makes, places, designs, regulates and maintains public and private signs and lighting in Boston and other cities today, for what reasons, and with what success, including a digest of all current public regulations in Boston which affect signs and lighting. Special attention will be given to the needs of private business establishments.

SCHEDULE: September 1967 to February 1968

PERSONNEL: Principal Investigator: 1/2 man week
Coordinator: 2 man weeks
Job Captain: 2 man weeks
Research Assistants: 4 man weeks

3. Field Research: A sample study of the impact of signs and lighting on typical observers in selected critical areas, including the degree to which they depend upon signs and lighting, versus other visual inputs and communications media, for information about activities in the area, for orientation and for general visual interest.

SCHEDULE: September 1967 to June 1968

PERSONNEL: Principal Investigator: 2 man weeks
Job Captain: 5 man weeks
Research Specialist: 21 man weeks
Research Assistants: 6 man weeks

4. Field Survey: An inventory of the landscape of signs and night lighting in Boston, concentrating on typical or crucial areas.

SCHEDULE: February 1968 to September 1968

PERSONNEL: Principal Investigator: 1 man week
Coordinator: 2 man weeks
Job Captain: 4 man weeks
Research Assistants: 25 man weeks

5. Guidelines: A statement of the political, legal, technical and financial restraints which must govern a policy for signs and lighting, as well as of possible new strategic levers of this kind; clarification of the basic issues in sign and lighting control.

SCHEDULE: February 1968 to August 1968

PERSONNEL: Principal Investigator: 1/2 man week
Coordinator: 6 man weeks
Research Assistant: 4 man weeks

6. Experiments: One or two realistic experiments in sign and lighting design and arrangement in cooperation with local business or neighborhood associations. These will be installed in one or more significant public places so that public interest may be generated and the reaction assessed. This work will take place on land which is publicly owned or controlled.

SCHEDULE: July 1967 to September 1968

PERSONNEL: Principal Investigator: 5 man weeks
Coordinator: 7 man weeks
Job Captain: 27 man weeks
Designer: 19 man weeks
Research Assistants: 9 man weeks
Architectural Draftsman: 36 man weeks

7. Preliminary Report: A summary of the scope of the project, the context of a sign policy in Boston, references to important precedents in other cities, and the results of the experimental installations, making use of a slide chain (or other equivalent medium).

SCHEDULE: June 1968 to December 1968

PERSONNEL: Principal Investigator: 3 man weeks
Coordinator: 2 man weeks
Job Captain: 3 man weeks
Designer: 1 man week
Research Assistants: 4 man weeks
Architectural Draftsman: 6 man weeks

8. Policies and Designs: Development of a set of detailed operational criteria for the regulation and design of city signs and lighting, including their relationships with urban form at the city-wide scale. Innovative prototype designs for the form and use of signs and lighting.

SCHEDULE: February 1968 to May 1969

PERSONNEL:	Principal Investigator:	5 man weeks
	Coordinator:	3 man weeks
	Job Captain:	22 man weeks
	Designer:	8 man weeks
	Research Assistants:	4 man weeks

9. Demonstration Plans: Development of a detailed design for a demonstration in a single selected area (or two closely linked areas), in close cooperation with the agencies that would carry out the improvements. This work would take place on land which is publicly owned or controlled.

SCHEDULE: June 1968 to May 1969

PERSONNEL:	Principal Investigator:	3 man weeks
	Coordinator:	8 man weeks
	Job Captain:	14 man weeks
	Designer:	8 man weeks
	Research Assistants:	9 man weeks
	Architectural Draftsman:	6 man weeks

10. Final Report: Out of the above material, the presentation of a set of recommended policies and designs, as outlined in section 2, above.

SCHEDULE: February 1969 to August 1969

PERSONNEL:	Principal Investigator:	6 man weeks
	Coordinator:	1 man week
	Job Captain:	6 man weeks
	Designer:	1 man week
	Research Assistant:	2 man weeks
	Architectural Draftsman:	2 man weeks

11. Coordination and Administration of Project Staff:

SCHEDULE: Throughout the project

PERSONNEL:	Principal Investigator:	3 man weeks
	Coordinator:	9 man weeks
	Job Captain:	6 man weeks
	Designer:	1 man week
	Research Assistants:	1 man week

Note: In addition to this budgeted time, the recorder-editor will devote about 1/2 time to compiling records of the first nine parts of the work program.

4. Principal Staff and Consultants

Principal Investigator: Stephen Carr, Ashley Myer & Associates, Inc.
Assistant Prof. Urban Design, M.I.T.

Principals of the Firm: Fletcher Ashley, Ashley, Myer & Associates, Inc.
John R. Myer, Ashley, Myer & Associates, Inc.
Assoc. Prof. Architecture, M.I.T.

Coordinator: MacDonald Barr, Ashley, Myer & Associates, Inc. (prospective employment for this project)
Metropolitan Boston Studies Prog.
Joint Ctr. Urban Studies, M.I.T. & Harvard

BRA Coordinator: Charles Hilgenhurst, Chief of Urban Design, BRA

BRA Urban Designer: Jan Womper, Environmental Design Program

BRA Transportation
Planner:

Robert Murphy

Urban Design
Consultant:

Kevin Lynch, Prof. of City
Planning, M.I.T.

Perceptual Psychology
Consultant:

Mary Potter, Asst. Prof. of
Environmental Psychology,
M.I.T.

Graphics Consultant:

Barbara Stauffacher

Lighting Consultants:

Gyorgy Kepes, Prof. of
Visual Design, M.I.T.
William M.C. Lam, W. M.C. Lam
& Associates, Inc.

For continuity, it is essential that at least the principal investigator and the urban design consultant be retained on a consulting basis throughout the subsequent demonstration phase, the second phase of this project. In addition, it would be desirable for the coordinator and the job captain to be retained through this phase.

5. Budget Data

A. EXPENDITURES FOR CONSULTING SERVICES

Principals (fee includes overhead):	<u>Time</u>	<u>Cost/ Month</u>	<u>Months Worked</u>	<u>Man Wks.</u>	<u>Total Cost</u>
Principal Investigator (\$18/hr)	1/4	\$780	18	20	\$14,040
Principal Investigator (\$18/hr)	half	1,560	5	10	7,800
Principals Ashley & Myer (\$20/hr)	1/8	430	23	12	<u>9,890</u>
					31,730

<u>Other Professional Services:</u>	<u>Time</u>	<u>Pay/ Month</u>	<u>Months Worked</u>	<u>Man Wks</u>	<u>Total Pay</u>
Coordinator	half	\$ 600	19	40	11,400
Job Captain (arch.-urban designer)	full	900	20	84	18,000
Job Captain (arch.-urban designer)	half	450	6	12	2,700
Architectural Draftsman	full	700	2	8	1,400
Designer (visual & graphic)	half	400	18	38	7,200
Psychological Research Specialist	full	650	5	21	3,250
3 Research Assistants	1/3	180	9 ea.	38	4,860
3 Research Assistants	full	600	3 ea.	36	<u>5,400</u>
					\$54,210

Consultants: (sub-contracted with approval BRA)

Tentative budget for consultants:

Urban Design	\$2,500	
Law	5,000	
Local History	500	
Advertising	1,000	
Traffic Control	500	
Perceptual Psychology	1,500	
Graphics	7,000	
Lighting	8,000	
Sign Mfg. & erection	<u>1,000</u>	
		<u>\$27,000</u>

Sub-Total \$112,940.

Experimental Demonstrations: (including construction and removal if necessary; sub-contracted with approval of BRA)

Tentative budget for experimental demonstrations:

Public information and traffic signs . .	\$8,000
Display Structures	19,000
Signs on public buildings	8,000
Spotlights & floodlights	10,000
Light sculpture	<u>25,000</u>
	\$70,000

Travel: \$ 3,000

Overhead: (charged at *130 percent of prof. services)

Overhead includes, for example, costs of employee fringe benefits, personnel administration, office rent, electricity, communications, equipment, supplies and reproduction \$70,473

\$256,413

Contingencies: (ten percent of total of other costs) 25,641

TOTAL EXPENDITURES FOR CONSULTING SERVICES . . . \$282,054

B. OTHER EXPENDITURES BY THE BOSTON REDEVELOPMENT
AUTHORITY

<u>Staff Coordinators:</u>	<u>Time</u>	<u>Pay/ Month</u>	<u>Months Worked</u>	<u>Total Pay</u>
Urban Designer	1/10	120	22	2,640
Transportation Planner	1/10	115	22	2,530
Chief of Urban Design	1/20	70	22	<u>1,540</u>
				\$6,710

Other Professional Services: (assigned to
project office)

Recorder-Editor-Sec.	full	600	23	13,800
Architectural Draftsman	full	700	10	<u>7,000</u>
				\$27,510

Overhead & Fringe Benefits \$ 8,253
(calculated at 30 percent)

Publications and Presentations

Includes about 100 slide-chain sets
plus 3,000 copies of an illustrated
brochure for the preliminary report,
and 3,000 copies of the illustrated
final report. \$10,000

Contingencies: (ten percent of total of
other costs) \$ 4,577

TOTAL OF OTHER EXPENDITURES BY THE BOSTON
REDEVELOPMENT AUTHORITY \$50,340

TOTAL PROJECT BUDGET \$332,394

Urban Beautification Demonstration Grant,
90% \$299,155
Local contribution, by the BRA, 10% . . . \$ 33,239
(local contribution consists entirely of
staff salaries plus associated overhead
and fringe benefits.)

6. Local Participation

This project will be closely coordinated with the Environmental Design Program of the Boston Redevelopment Authority. Special efforts will be made early in the study to solicit the views of: The Massachusetts Department of Public Works, the Traffic and Parking Department and the Public Works Department of the City of Boston, the Massachusetts Bay Transportation Authority, the Outdoor Advertising Association, the Roadside Council, the Joint Council on Environmental Design, the Civic Design Committee of the American Institute of Architects, other professional societies, local historical societies, various neighborhood and local business associations and others.

The experiment demonstrations will be located in a small area where full cooperation can be obtained from land owners and public agencies controlling the signs and lighting. The study staff will work directly with these groups in designing signs and lighting to be installed before the completion of this phase of the project, and in supervising their installation and removal, if necessary.

Throughout the project, the study staff will participate in negotiations with the agencies that might install the improvements in various alternative demonstration areas, including private businesses and business associations, as well as public agencies. Beginning in June, 1968, the staff will work intensively with these sponsoring groups in the selected demonstration area.

The principal staff will report to representatives of the Boston Redevelopment Authority from time to time on the progress of the study, at intervals of not more than six weeks, under arrangements that are mutually convenient.

These two agencies, together with the Department of Housing and Urban Development, will be jointly responsible for the final recommendations, and will have the right to review and comment on them prior to publication. However, if the three agencies should disagree as to the findings of the study, it is understood that the Boston Redevelopment Authority agrees to publish the report, as submitted by Ashley, Myer & Associates, Inc. no later than six months after completion of work items one through nine of the project, and accompanied by statements of dissent or qualification from the others, if any.

It is understood that the reports will be published and distributed by the Boston Redevelopment Authority. Therefore, only about twenty copies of the text of the reports will be delivered to the Authority, in mimeographed form accompanied by a single copy of the graphics in reproducible form.

May, 1967

May 4, 1967

MEMORANDUM

TO: The Boston Redevelopment Authority

FROM: Edward J. Logue, Development Administrator

SUBJECT: URBAN BEAUTIFICATION DEMONSTRATION PROJECT

SUMMARY

It is proposed to undertake an Urban Beautification Demonstration Program with a view to establishing a policy for outdoor signs and outdoor lighting and develop recommendations for legislation, administrative changes, or regulatory procedures which would be necessary to carry out policies.

Representatives of the Department of Housing and Urban Development have expressed interest in the Boston Redevelopment Authority undertaking an Urban Beautification Demonstration Program with a view to the creation of a policy for outdoor signs and outdoor lighting, including the development of advisory standards and designs for use by commercial sign and lighting manufacturers, the development of prototype designs for the treatment of the total systems of signs and lighting in typical areas of the city and the development of a model municipal code for outdoor signs and lighting, plus recommendations for specific new legislation, administrative changes or regulatory procedures.

The Urban Beautification Demonstration Program would be financed with a 90% grant from the Department of Housing and Urban Development. The local share, in the amount of 10%, would be derived from staff salaries, the expense of which is defrayed by the City of Boston, or by private contributions.

A Study Proposal, together with an estimated budget, is attached.

In the execution of the work, it is proposed to engage the services of Ashley, Myer & Associates, Inc., architects of Cambridge, Mass., who have developed the preliminary study proposal for the project.

A resolution approving a filing of an application for this project is attached.